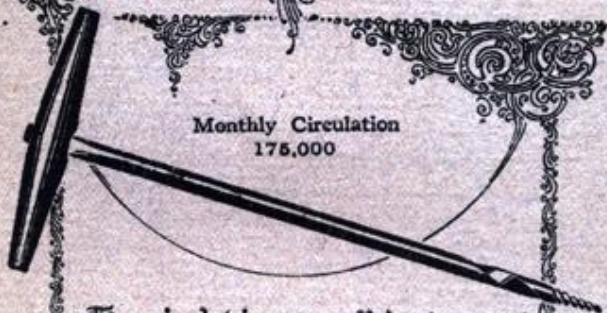


# The Gimlet

Monthly Circulation  
175,000



The gimlet is a small instrument  
~~with a point~~ with a point

December, 1912

• Damages 25 Cents per annum -

Compliments of

El Dorado Supply Co.

El Dorado Springs, Mo.

---

## "THINGS"

**T**OLSTOI, in his last will and testament, asked to be buried in the Potter's Field. His great heart was on the side of the poor and unfortunate. His *real* brothers and sisters were the common people of Russia. In his later years he lived and dressed like a peasant.

No man has achieved mental greatness and independence till he realizes the utter inadequacy of wealth to satisfy the longings of the human soul. The happiest man I ever knew lived in the Ozarks. Whenever he desired to move, all he did was to expectorate on the fire and whistle for his dog. He was not burdened either by surplus friends or too many possessions.

Therefore, brother, if you are starting the New Year without material riches, be thrice thankful because you are not owned and handicapped by the things you possess. Remember the world of thought is yours.

Original—thot out by

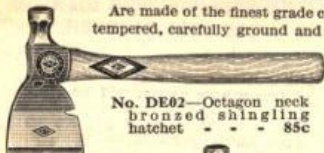
*Mike Kinney*

Teamster and Editor.

## DIAMOND EDGE HATCHETS

Are made of the finest grade crucible cast steel, perfectly tempered, carefully ground and sharpened, ready for use.

The handles are made of the finest young, second growth hickory, driven to give the hatchet a perfect hang and balance. A patent wedge prevents the handle becoming loose.



No. DE02—Octagon neck  
bronzed shingling  
hatchet - - - 85c

All Diamond Edge hatchets are fully warranted and any proving defective will be cheerfully replaced.



No. DS2—Bronzed shingling  
hatchet - - - 75c



No. DEOH2—Octagon neck  
bronzed half hatchet - 85c

Made in more than one hundred different styles and finishes. We have a hatchet made especially for the job you are working on—come in and see it.

When you buy a Diamond Edge hatchet you get the best made and do not have to pay a fancy price for it.



No. DH2—bronzed half  
hatchet - - - 75c

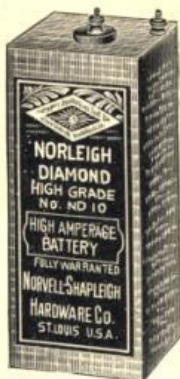
We can furnish Hatchets from 10c up.

## ONE NEVER SEES A HATCHET

without thinking of George Washington and the cherry tree. But the father of his country, in a measure, lived in vain, because he never experienced the delight of chopping cherry wood with the DIAMOND EDGE variety of hatchets. Have you ever observed the strong national individuality that is displayed in the making of hatchets? No two nations in the entire world use the same kind of hatchets. Still it is an interesting fact that the American kind are slowly but surely finding their way into many civilized and uncivilized countries. If you want to see a line of real up-to-date American hatchets, just step into a hardware store and turn the front pages of the DIAMOND EDGE catalogue. We carry hatchets of all shapes and sizes and for every conceivable purpose.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



### No. ND10 NORLEIGH DIAMOND DRY CELL BATTERIES

In square cartons with flush carbon.

The square carton will be found a great convenience when using in multiple, packing in boxes and for giving a compact appearance; will not roll.

**25c each**

**We Guarantee Norleigh Diamond Batteries to be the Best Made**

Especially constructed for ignition purposes, for use on automobiles, motor boats, motor cycles, gas and gasoline engines.

#### Also

It is the best high grade battery for telephones, electric bells, annunciation and all intermittent and open circuit work. Has high efficiency, great recuperative power and long life.

This battery on leaving the factory tests over 25 amperes at 70° Fahrenheit and if not used within six months it will show but little deterioration.

#### Points of Superiority

Contains 30% more excitant fluid than any other dry cell.

It is the nearest approach to a wet battery of any dry cell manufactured.

Moisture is the life of a dry cell, and upon this feature—improved construction and excellent formula—we base our claims.

We claim the following advantages for the Norleigh Diamond high amperage battery as compared with all other dry batteries.

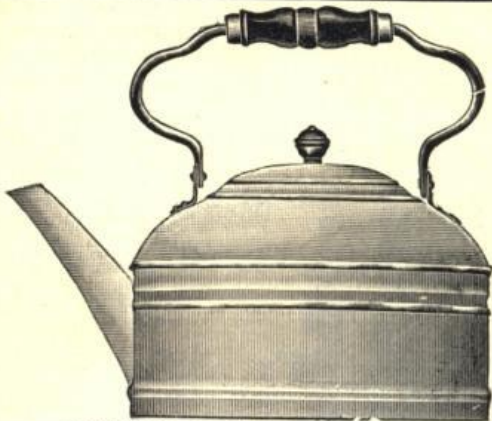
1. Most rapid recuperation.
2. Least local action or deterioration while on open circuit.
3. Longest life in service or on the shelf.
4. Large round carbons insure less loss from breakage and offer least possible resistance to the flow of current.

#### ONCE UPON A TIME

dry batteries were sold in round, hard-to-pack cartons. But now the Norleigh Diamond batteries are also put up in square cartons, and they not only have an artistic appearance but they pack nicely in a case. It is really surprising how many dry batteries are being bought and sold. In our little hardware business we always have these dry batteries shipped to us in carload lots and we sell many carloads every year. Dry batteries are bought on trust. You buy them hoping that they are all right inside. We just want to assure you that the Norleigh Diamond dry cell batteries are made on honor and will give you full satisfaction. The fact that they sell and then sell again is the best evidence that the user is satisfied. M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**





### GENUINE ROME TEA KETTLES

When you go to buy a nickel plated tea kettle insist on getting the genuine Rome Nickel Plated Copper Kettle. They will outlast any other kind because they are made of heavier copper. The body is double seamed and then soldered on the inside. Every detail of workmanship is perfect and the most substantial ever placed in a kettle.

Don't get fooled with inferior kettles that have very heavy handles and a heavy ring around the top—these parts are made of steel and you know copper costs several times as much as steel. What you want to withstand the wear is heavy sheet copper in the body of the kettle—and you are sure to get it if you buy the Rome.

No. 38—Size 8. Each ..... **\$1.40**

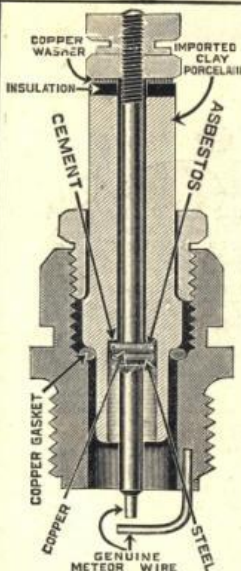
#### UP TO A FEW YEARS AGO

copper nickel plated goods were only for the wealthy. The prices on goods of this character were so high that they were only sold in the large retail stores in the large cities. But with the use of improved machinery, and by getting them out in large quantities, the price on nickel plated goods has been reduced to such an extent and the buying power of the people has increased so much, that now in every small town and in every small store a line of copper nickel plated goods is for sale. These goods have worked their way to popularity because of their real merit. Again let me repeat that a woman is just as much entitled to good kitchen utensils as her husband is to good tools.

M. K.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## NORLEIGH DIAMOND SPARK PLUGS



Sectional view; note particularly gas-tight construction and method of fastening removable porcelain.

Norleigh Diamond Spark Plugs represent the finest material, construction and finish ever placed in a plug. They were built and designed after exhaustive scientific research and from practical tests covering a period of years. For efficiency, reliability, speed and heat of spark they have no equal. Will work with perfect results on all makes of cars, motor boats, gasoline engines, etc. Norleigh Diamond Plugs have been subjected to and survived heat and oil tests which we have found no others able to withstand and are as nearly indestructible and trouble-proof as a plug can be made.

**Porcelains**—Made of imported clay of the finest quality obtainable; every one free from flaws and guaranteed perfect.

**Sparking Points**—Made of genuine meteor wire, the finest and best wire for the purpose manufactured; will produce a faster and hotter spark than any other construction.

**Core Construction**—The method of building the core of the Norleigh Diamond Spark Plug is its strongest feature and is superior to all other methods of construction. On the steel shoulder is fitted a copper washer which hugs the porcelain closely; on this is placed a ring of asbestos insulation, then around the entire joint is poured a porcelain cement; when dry this cement becomes as hard as the porcelain itself and forms an impregnable wall that absolutely excludes all gas and oil and eliminates short circuits and blow-outs.

Each **75c**

### NOW I AM VERY SURE

that all of the intelligent readers of *The Gimlet* will enjoy studying the above sectional cut of a spark plug. A spark plug is one of the component parts of an automobile. I own an automobile, but I don't know what a spark plug is, and I never expect to learn. Whenever your machine breaks down, your chauffeur tells you that the fault is with the spark plug or the carburetor. If I had time I would read all of the above ad, telling about this spark plug, but just now I am too busy. Besides that, it has been my experience that the less a man knows about his own machine the more miles he gets out of his tires—and that's no barroom joke, either.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## COCHRAN PIPE WRENCH

This is the most economical and efficient Pipe Wrench yet produced. The most important improvement over other wrenches is the rocker bearing, by means of which is achieved a grip and release to replace the shearing strain of the old makes by one of compression, which comes against the strongest parts of the Wrench. On other style Wrenches the strain comes directly against the pin, causing it to break, while the corresponding part of the "COCHRAN" is practically indestructible.

This Wrench is used on more than half of the railroad mileage of the United States and Canada and by a great many of the largest manufacturing enterprises. It has stood up wonderfully well under the most exhaustive tests; for strength, for durability, for ease of operation and long life the "COCHRAN" Pipe Wrench will be found most efficient.

It is made in Sizes: 6, 8, 10, 14, 18, 24 and 36 inches.

10-Inch—Each ..... 90c



### OF COURSE IT IS EASY

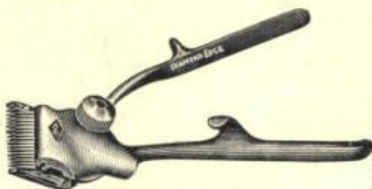
to say this is the best or that is the best. People often make use of such an expression without realizing their responsibility. I myself happen to know something about pipe wrenches, I have seen almost every kind that has been placed upon the market, and when I say that I consider the Cochrane pipe wrench one of the best I have ever seen, I make the statement advisedly, without haste, and conscientiously. The other day the question arose as to how men were usually killed in putting up tall buildings. The answer was that they threw their weight against the handle of a wrench, the wrench slipped, and the coroner stepped in. Now, Cochrane pipe wrenches will not slip. But in the little space given me I cannot do this subject justice. If you are a consumer, ask your retail merchant to show you one of these wrenches. If you are a retail merchant, order samples of the three best selling sizes and look them over. It will pay you.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## Diamond Edge Clippers

No. DE1T  
Toilet Clippers  
Each \$3.00



Full nickel plated, highest grade crucible tool steel cutting plates, perfectly tem-

pered, evenly ground; carefully toothed and sharpened; extra quality malleable iron handles, tempered steel wire spring, hardened steel balls, in dust-proof case retainer, corrugated bottom plates. This is the finest and best clipper obtainable.

No. 4 H.  
Horse Clippers  
Each \$2.75

Nickel plated head and shanks; black enameled wood



handles; highest grade crucible tool steel top and bottom plates, perfectly tempered, ground and toothed, ball bearing; length over all eleven inches. This is a very fine, easy running clipper that will not fail to give satisfaction.

**WE CAN FURNISH CLIPPERS FROM \$1.00 UP**

### THE TIME WILL COME

when every family in which there are boys will be supplied with a pair of toilet clippers. There is nothing more sanitary than short hair. It is a strange fact that the nations whose men wear short hair and who shave their beards have always conquered the world. Allow me to refer, for instance, to the Romans. They were a shaving people. They never believed in long hair. Then in modern times permit me to suggest that you recall the recent contest between the Japanese and the Russians. The Japanese believed in sanitation and short hair. The Russians did not know what cleanliness meant and they preferred to wear their hair and beards long. It is not necessary for me to point to results. Long haired men supply oratory and imagination—they are musicians and poets. Short haired men give us facts and satisfactory results. Most long haired men have the artistic temperament, which means that they do not keep their engagements or pay their bills. Hear me!

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



## KING NITRO HAMMERLESS GUNS

This is a strong, well-made, substantial Gun, has extra heavy tempered cannon breech. The barrel is made of the latest and best product of the steel maker's art—"Cruci-steel." This powerful steel has been developed for use where powerful explosives are used. This barrel can be depended upon to withstand excessive loads with safety and you can handle it with feeling of perfect security. The King Nitro is especially bored for nitro powder and by the use of this special boring system wonderful shooting results are obtained.



WE CARRY A  
COMPLETE STOCK  
OF GUNS, RIFLES  
AND AMMUNITION.

UNEQUALED  
AT THE  
PRICE.

The frame is finely case hardened and is drop forged out of the finest frame steel. Has full compensating action with tapered cross wedge bolt. This style construction insures a strong, substantial gun that will not shake loose in the joints. The stock is made of the best grade American walnut. The pistol grip and fore-end are neatly checked. The locks and action are simplicity themselves and will not get out of order.

This is a Splendid Gun at a Low Price

No. 6512—12-gauge.....	Each	\$16.50
No. 6516—16-gauge.....	Each	16.50

### IF THE GAME LAWS

have almost killed the shooting in your county, what's the matter with organizing a gun club and stirring up a little enthusiasm in the way of shooting clay pigeons? There is something in the blood of the average American that leads to his loving a gun. An American likes to shoot. Like the English, he is fond of killing something, and if the laws of the country will not allow him to kill living things then why not switch him to "killing" clay birds? A well developed gun club in your town would not only help the sale of high grade guns, but also would help some on gun trimmings and ammunition, not to mention shooting clothing.

M. K.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## The Gimlet



### ARMOR CLAD WHIPS

ARMORED WITH PIANO WIRE

MAGNIFIED  
view to show  
ARMORED  
construction.

**No. AC6—Length 6 feet, \$1.00**

We also carry whips from 10c up.

Two features distinguish this whip from all others and make the Armor Clad the strongest and best wearing whip ever produced.

**First**—The entire center from cap to tip is made of genuine hippopotamus hide—the strongest, toughest and most durable material known. No other whip in existence has this high priced material for a center core.

**Second**—The entire whip is covered from snap to cap with magnetized steel wire woven in such a manner as to give it strength and at the same time elasticity.

This is a fine looking, well balanced and splendidly made whip. Light in weight, considering construction.

**It has no equal at any price.**

Come in convince yourself before purchasing.

#### THE AUTOMOBILE HAS DONE ITS WORK

in killing off the sale of high priced, gold mounted fancy whips. But, nevertheless, there is a steady and regular demand and an increasing sale for first quality medium priced whips. This Armor-clad whip illustrated above will stand the racket, and if you happen to be in the market for a whip we suggest that when you go to town you call for this whip or get your dealer to order you one. The quality is dependable and those who once use this whip stick to the brand.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



Showing Chain  
Stitch used on all  
Norleigh Diamond  
Bed Springs.

## NORLEIGH DIAMOND BED SPRINGS

More than one-fourth of your time is spent in bed for rest, therefore you should make yourself comfortable; good springs cost you very little more than poor ones, so when you buy springs why not get the kind that "lay easy." The Norleigh Diamond kind—they are made of non-sag fabric which is chain stitched or knitted from one continuous strand of coppered highly tempered spring steel wire. The continuous wire makes it impossible for them to come apart. The tempering prevents their sagging. The springs are made up of a series of joining loops which work independently of each other. This makes them ride easy and feel comfortable. Have Tubular Side Rails; Adjusting End Springs; Black Japanned Frame.

No. 3500—3 feet wide.....	Each \$5.00
No. 36500—3 feet 6 inches wide.....	" 6.00
No. 46500—4 feet 6 inches wide.....	" 6.00

We can furnish Springs in all Grades from \$1.75 up.

### OUR ADVERTISING MAN

must be like Napoleon Bonaparte. You know it was said that Napoleon slept only four hours out of the twenty-four, and I note in reading the above ad, our high priced advertising genius states that one-fourth of the average man's time is spent in bed—"for rest." I think he would be nearer the truth if he had made the figure one-third, or eight hours out of the twenty-four. From 12 to 6 may give him all the rest that his gigantic brain needs, but for my part, as a common teamster, I think from 10 to 6 makes me do a better job the next day. Then, somehow, I can't get away from those two words "for rest." Why not make it "for recuperation?" Well, well, what's the use of being so critical? What we want is to sell a few Norleigh Diamond bed springs.

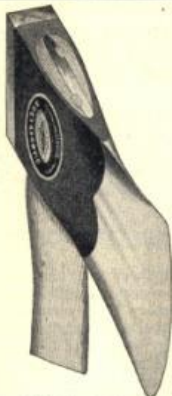
M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



Cut shows wedge driven in handle and handle pulled open to show binding effect produced by action of wedge.



Cut shows a Diamond Edge Axe Handle with a Diamond Edge Wedge.



Cut shows handle broken open to show the two round slivers cut by the wedge.



Cut shows a wedge that keeps the handle on.

### DIAMOND EDGE HANDLED AXES

Diamond Edge Axes are tempered by hand by an improved process. The bit is made of the finest crucible steel. The eyes are punched from solid steel, that will not stretch or break. All Handles are put on with a Patent Wedge that positively prevents the Axe from flying off the Handle. Handles furnished in any grade you wish.

Handled Axes	\$1.00 to \$2.00
Unhandled Axes	.75 to 1.75

COME IN AND EXAMINE OUR AXES.  
We guarantee all Diamond Edge Axes.

### AN AXE WAS THE FIRST TOOL IN THE WORLD.

'Way back in the Stone Age, primitive man chipped out an axe from granite. Instead of punching an eye in the axe, he split the handle and wrapped it securely in a groove that he made around the outside of the axe. This rough implement he used not only in building, but in hunting and warfare as well. Civilized history began with an axe, and so all hardware jobbers, following the precedent, start out their catalogues with axes. Axes also start the first letter of the alphabet.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



### THE NORLEIGH DIAMOND COFFEE MILL

This is a new idea in Coffee Mill construction. It gives you the desirable air-tight glass construction and eliminates an expensive replacement if the glass becomes broken.

The feature of this mill is the coffee container and the coffee receiver. The container is a Mason jar which screws into the hopper as shown.



This makes a perfectly air-tight and dust-proof container. The receiver is a jelly glass. The grinder is strictly first class and will be found extremely satisfactory by the user.

The small cut at the left shows the entire mill reversed. To put in coffee unscrew the jar, fill it, screw back in place and turn mill to its original position.



No. ND—Coffee Mill, complete with quart Mason jar and jelly glass.....

**\$1.00**

#### THIS IS ONE OF OUR OWN BABIES.

The best things are always simple. The greatest book, the most wonderful picture, the strongest character, the most imposing buildings are simple in their lines. This mill brings out two simple ideas—a Mason fruit jar and a jelly glass.

If you break either they are easily replaced. Our "ad. man" forgot this strong point.

Live simply—work simply—think simply—and you will move on stepping stones of clear thought to better living—better work—better thinking.  
M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



These coats specially treated with a process which renders them absolutely water repellant. They are large and roomy and will be found more comfortable than any line of hunting coats manufactured.

### WATERTITE HUNTING COATS

Name Reg. in U. S. Pat. Office

**No. 600—Genuine 9 oz. watertite army duck; dead grass color;** Body lined with genuine 8-oz. army duck; sleeves lined with genuine khaki drill; five outside cut-in pockets with flaps; one outside breast patched whistle or match pocket; full game pocketed throughout entire skirt with back and inside edge entrances; all pockets reinforced with silk crow toes; silk worked button holes; three genuine horn buttons; extra high, corduroy faced, close fitting, blizzard-proof collar with throat tab; extra large genuine horsehide padded shoulders; adjustable sleeves with extra deep, corduroy faced cuffs; ventilated gusset under arms; full leather bound throughout.

Each..... **\$6.00**

We can furnish any grade hunting coat you desire, ranging in prices from 90 cents to \$10.00.

#### I TELL YOU, BOYS,

If you have ever sat in a duck blind on a cold, windy, drizzly day, you would know how to appreciate one of these watertite hunting coats. It's great sport to shoot ducks, but the pleasure of this sport is very much enhanced when a fellow is dressed in the right kind of clothes. There is nothing like being properly dressed for every occasion, and this holds especially good when it comes to hunting. Besides that, in my personal experience I think I have derived about as much satisfaction in getting my outfit for hunting and fishing trips as I have enjoyed the trips themselves. It certainly is a source of much satisfaction to start out on a hunting trip with a superior gun and an up-to-date equipment. If we are strong in any department of our business it is on sporting goods. We have devoted a world of money, time and thought to completing this line. If you are especially interested, write for our sporting goods catalogue.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



We have all  
grades of  
Wash Boilers  
from

**75c up**

### **Norleigh Diamond Hand-Made Wash Boilers**

Do you remember the Wash Boilers the tinner used to make fifteen or twenty years ago? They would outlast a dozen of the cheap, flimsy kind that are today turned out by machinery. We believe you are willing to pay a reasonable price for the old fashioned kind, therefore we have added to our stock a Norleigh Diamond Boiler. This boiler is made out of old-fashioned charcoal tin plate, the kind that has weight, strength and durability. The bottom is made of extra heavy copper. Just come in and examine the boiler, feel its weight and see for yourself its stability and worth. It is higher in price than the ordinary kind, but cheaper and more satisfactory in the long run.

**No. NDHT8—Size 8. Each, \$2.50**

### **MONDAY IS WASH DAY—**

It is known as "**Blue Monday.**" Strange, but it occurs to me, I never heard of a woman who does her own washing becoming a "suffragette." Why is there a certain repelling influence between wash boilers and suffragettes?

Blessed is the woman who sings as she does her Monday's washing. Life is not hard if we take up its tasks one at a time. Let us pray not for easy lives, but for an hour's strength for each hour's work. Phillips Brooks of Boston said something like this.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

### DIAMOND EDGE NAIL HAMMERS

We want you to know that we handle a full line of the celebrated Diamond Edge Hammers. They are the best made, best tempered and best looking Hammers we can obtain. We sell them under a positive money-back guarantee.

They are drop forged from one piece of Crucible Hammer steel, carefully tempered and hardened; hand ground and polished. Handled with the best young second growth hickory: Handles shaped and driven to give the Hammer a perfect hang and balance. Handles fastened on with a patent wedge, that prevents the head flying off. The Claws are

especially treated, so they will pull the largest nails without chipping or breaking.

Prices on Diamond Edge Hammers range from 50c to \$2.00, according to style and finish. If you want the best, insist on this brand.



### ONE OF MAN'S FIRST IMPLEMENTS

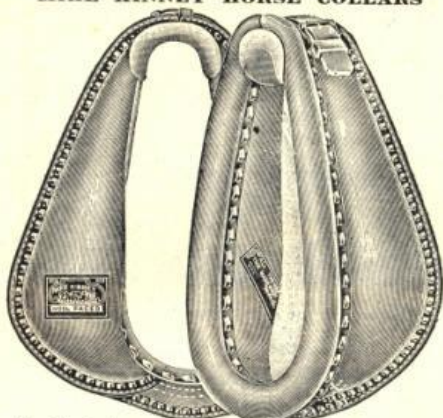
was a hammer, and a "hammer" is woman's last—(horrible extra). Man first learned to take a stone in his hand to break nuts with. Then he added a handle for convenience. The stone man who came out of his cave one day with a handled hammer was proclaimed far and wide as a great chief. He was making progress. He was the mental progenitor of all inventors. The principle of the hammer—the blow or the thrust—was the first in mechanics. Then came the circle—circular or wheel movement. This marked another era—but pass the coca-cola—I'm getting brain fag.

M. K.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*



## MIKE KINNEY HORSE COLLARS



The illustration above shows the Mike Kinney Horse Collar, which was especially designed by this famous teamster. He uses it on all his horses for heavy delivery work.

It is a big, heavy, substantial collar that will stand up and keep its shape under the most severe usage.

Made of selected russet kip leather, with flexible throat. Solid rim and back. Large hame room. Is flat ribbon thong-sewed with  $\frac{3}{4}$ -inch green rawhide. Is wool-faced and stuffed with the best all long rye straw. If you want a good collar, this is the one to buy.

No. MK-1—Made in all sizes. Each ..... **\$4.75**

## BLESSED IS THE MAN

who makes lighter or easier the labor of any of our working animals. A good strong, easy collar makes happier the life of your good dumb friend who never complains, but who gazes fondly upon you and gladsofely whisks his tail when you put on his neck one of my collars.

Some One said "for my yoke is easy"—so, brother, can your yoke be easy for those who serve you.

The Romans in defeat passed "under the yoke;" slaves wore the collar of serfdom. Women once wore collars of iron and bronze—they meant she belonged to some man; to-day she wears collars of gold; jewels and pearls, it means the same.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

No.  
3S109ST

**\$1.00**

Cut  
actual size

This is a Big, Strong,  
Substantial Three-  
Bladed Knife, for  
Farmers and  
Mechanics



### DIAMOND EDGE POCKET KNIVES

The actual size illustration above shows one of our best selling and most popular pattern knives. It has been made especially for heavy work. The big blade is spear pattern; the heavy speying blade and the substantial pen blade are made in keeping with the rugged character of the knife. It is brass-lined throughout; has German silver bolsters and shield.

The blades are forged from the finest Thos. Firth & Sons English steel. They are carefully hardened, perfectly tempered finely finished, and come sharpened, ready for use. Every knife branded Diamond Edge, no matter what the price, is fully warranted.

Come in and inspect our Cutlery stock—  
we can furnish pocket knives from **5c to \$10**

### ALMOST EVERY MAN, WOMAN AND CHILD

in this country carries a pocket knife of some shape or form. The sale of pocket knives is something enormous. The merchant who merely shows his line generally gets the business. We buy a pocket knife when we happen to realize that we have lost our old one or that it is worn out. Pocket knives are sold by "suggestive salesmanship," and that means show case displays. We carry every kind, shape, quality and price of pocket knife for men, women and children. We probably have in our stock three thousand different patterns. If you are a little low on pocket knives, or if you wish to put in a real up-to-date line of them upon which you can depend, just see our salesman or drop us a line. Pocket knives are not usually sold from catalogues, but from samples, and all of our salesmen are equipped with a very complete line of samples of these goods.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



SPRING TO KEEP  
DOOR CLOSED

Showing Self-Closing  
Door

**No. 13—RURAL MAIL BOXES**

Here is a strong, substantial mail box that bears the approval of the Postmaster General. Is made of 22-gauge aluminum finished galvanized steel, with letter drop front, which enables the carrier to deposit mail without opening the box. Has positive locking steel signal flag that stays up until lowered. All seams are turned and rolled, making them absolutely water-tight. The door is fitted with a spring which always keeps it closed and prevents snow or rain from beating in.

**75c**

Price without padlock. . . . .

**PARCELS POST IS HERE**

We can send eleven pounds anywhere in the civilized world by mail. We must next have a rural package box as well as a mail box—now won't some American genius think out that idea?

Since the introduction of parcels post there has started a great business on wrapping paper and string. There will also be a lot of collapsible paste-board boxes sold—boxes that may be used over and over. Every family should have paper, string and boxes. Every dealer should be prepared to supply the demand. Get busy—lead—catch on—don't be a follower.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



### REDSTRONG CLOTHES WRINGERS

This is the strongest, longest lived, handsomest, most serviceable wringer ever built; we guarantee the fine red rubber rolls without restriction.

The frame is galvanized malleable iron, so constructed that it will never break, warp, spring nor rust. The adjusting and clamp screws are solid bronze, non-rusting, and require no oil. The wood spring and spring bar are made of hard maple. The gearing is enclosed in metal casings, leaving no possible chance of catching fingers or clothes. The rolls are made of the highest quality para rubber, red in color. Can be fastened to either metal or wood tubs; an improved guide board spreads the clothes evenly the entire length of the rolls.

No. RB10E—Full ball bearing, rolls 10x1 3/4 inches, each. \$6.00

This is the best and finest wringer made. We have a large line of wringers ranging in price from \$2.00 up to \$6.00.

### WRINGERS ARE AN EVOLUTION.

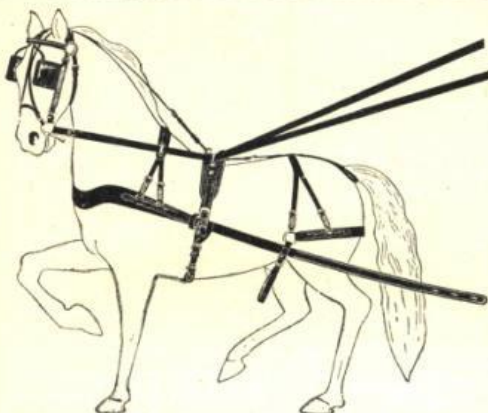
The first wringer, like the telephone, was a toy—a joke. People said, "Not for muh." Retail dealers would not buy; jobbers said there's no demand."

The first wringer makers sent agents from house to house who "demonstrated." It was slow, expensive, discouraging, and uphill work. All improvements have had to fight their way against prejudice, ignorance, inertia and habit. It was so with wringers. Now they are found in every retail store and in every jobbing house. The wringer is no longer a luxury; it is a household necessity.

M. K.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*





## NORLEIGH DIAMOND BUGGY HARNESS

This illustration shows our "Pacemaker" style single harness. Breeching, 1 $\frac{3}{8}$ -inch single strap, body with long scalloped and raised layer at ring, long box loop tugs,  $\frac{7}{8}$ -inch hold-back straps,  $\frac{7}{8}$ -inch turnbacks, Swiss double split hip straps,  $\frac{5}{8}$ -inch bridle with patent leather blinds, lines to loop in  $\frac{7}{8}$ -inch fronts, 1-inch hand parts, 3-inch strap, saddle with long swelled patent leather housing, 1-inch tugs with box loops, 1 $\frac{3}{4}$ -inch single strap traces, V-shaped breast collar.

No. 3—Nickel wire trimmed. Per set.....\$16.50

No. 4—Imitation rubber trimmed. Per set.....16.50

No. 5—Brass trimmed. Per set.....16.50

We can furnish cheaper, also better harness. See us before buying.

### IT IS OF COURSE A FACT

That automobiles have had a serious effect on the harness business. All truthful harness manufacturers will tell you that. At the same time, it must be remembered that while the sale of very handsome silver and brass mounted double city harness has declined because rich people have bought automobiles, still there is a great demand for a first class light weight, medium priced harness. This class of harness will sell for many more years, and in the Norleigh Diamond buggy harness we are offering just what is wanted and needed in this character and grade of harness. The boys are still taking the girls out driving, and propinquity continues to lead to wedding bells and a fee for the minister.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



# Diamond Edge Fence Pliers

**Has One Face Smooth and  
One Scored; Scored Grips.  
◆ ◆ Full Nickel Plated. ◆ ◆**

Combines 10 Tools in One—Two staple pullers, two hammers, one wire stretcher, one splicer, two wire cutters, one plier and one wrench; with patent stop, which prevents plier opening beyond a free passage of the wire cutter slots; this enables the user to work with one hand. The extension shoulder on face protects the points on the staple pullers.

No. DEF—10 inches long, 2½-inch head, ¾-inch hammer faces; 13-32-inch button head rivet; forged from best grade crucible tool steel; full nickel plated, oil tempered cutters and pullers, hardened faces.  
Each..... **\$1.00**

We can furnish pliers for every conceivable purpose, ranging in price from 10 cents up.

### JUST A FEW WORDS

About the DIAMOND EDGE trade-mark. Whenever you see DIAMOND EDGE on a tool you can make up your mind that it is of the very best and highest quality. Every tool put out under this brand is not only carefully made, but after being made it is carefully tested, and before being shipped out it is again examined at the factory. Then here in our distributing house in St. Louis, before sending out the goods, they are again examined by tool experts. All this examination and inspection result in consumers receiving the best tools in the world under this brand. Whenever a tool user has a suggestion to make that will improve the style, finish or quality of DIAMOND EDGE tools we will be glad to hear from him. We are always on the lookout for good points. We are always trying to improve our line.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



### NORLEIGH DIAMOND AUTO SPRINGS

When you break your Auto Spring come to us for a new one—we can furnish Springs for any make or model Automobile and can sell them to you for less money than you can get them from the factory that made your Car. All Norleigh Diamond Springs are made of Special Spring Steel and are Guaranteed against Sagging or Breaking for One Year. We carry a full line of Automobile Accessories: Inner Tubes, Patches, Reliners, Tire Chains, Horns, Lamps, Carbide, Spark Plugs, Tool Boxes, Bumpers, Wind Shields, Greases, Oils, in fact Everything you will require to keep your machine in repair and up-to-date. We want your Business. We have the best goods. Our prices are right.

New Catalog ready soon.

#### LIVE HARDWARE MERCHANTS

all over the country are "keeping up with the procession" by adding automobile supplies to their stocks. The hardware man is, by nature, a mechanic. He commands the confidence of his neighbors. When an automobile goes wrong then the owner wants the advice of someone upon whose honesty he can depend. Hardware men are naturally the dependable men in their communities. They are the solid citizens. They should grasp their opportunities in the way of helping out their neighbors by carrying a full and complete stock of automobile supplies. If you are interested, don't fail to call for our catalogue.

M. K.

***"DIAMOND EDGE IS A QUALITY PLEDGE"***

## The Gimlet

### DIAMOND EDGE HAND SAWS

One of the tools that has made the Diamond Edge line famous the world over is the No. DE150 Skew Back Hand Saw. This Saw is made to mechanical exactness under specifications that insure every saw being absolutely perfect. It is taper-ground by hand; every tooth is hand filed and given a needle point which makes it cut fast.



It is four gauges thinner on back at point than at cutting teeth, and four gauges thinner on back at point than at back near handle. This reduces friction and makes saw run easy. The body within eight inches of handle is same gauge at back as at cutting teeth. This gives rigidity to blade and prevents buckling.

They are hand smithed, tempered in oil and fully warranted.

Price, everywhere  
Each ..... **\$2.00**

They have no equal.

We also sell other brands ranging in price from 50 cents up.

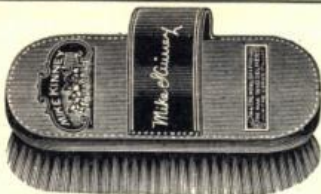
#### NOTHING GETS NEARER TO A MECHANIC

than a hand saw. The reason is simple. Sawing is usually a long, hard job. If the saw used is a poor one, it is a longer and harder job. If the saw is a good one, it means shorter hours of labor and more pleasure in the work. Therefore, the first thing that interests a carpenter when buying his outfit of tools is the hand saw. There are some other tools that do not make much difference, but it is of the greatest importance that the hand saw should be of the very best quality.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**





**No. MK  
Mike Kinney  
Horse Brush**

Each, \$1.00

We can also furnish Horse Brushes from 15c up.

### MIKE KINNEY HORSE BRUSHES

This is an Army Pattern leather back brush. Made for hard service. Is made of mixed bristles and extra selected fibre; the flexible leather cake back is covered with best quality grain tan leather, has a strong, well-made leather strap.



**No. MK—Mike Kinney Curry Comb, 25c**

We also have Curry Combs down to 5c each.

The Mike Kinney Curry Comb has a solid back and eight bars, is made of cold rolled steel, oxidized copper finish, back made of one piece with raised reinforced ridges on the sides, wrought steel brace and shank extends entirely through handle; bars, braces and shanks are riveted to back. This is the most substantial comb we can buy.

### MIKE KINNEY GOODS ARE NOT IN SOCIETY—

they are not fancy. They have no frills. They are plain, good, durable, strong and dependable; made for use and not for show.

By the way, curious stories are sometimes written. Guy de Maupassant wrote one of a beautiful and aristocratic lady who loved the smell of a stable. She had this odor made into a perfume. She was a member of a noble family, but she married a riding master. There is something romantic about the delicate aroma of a dealer who has just arrived with a carload of cattle, don't you think?

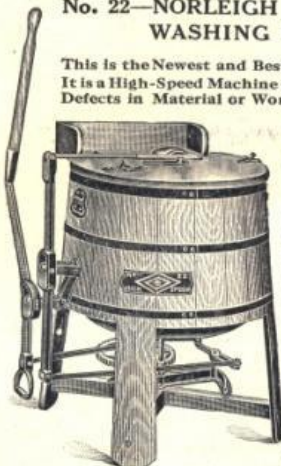
M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

### No. 22—NORLEIGH DIAMOND WASHING MACHINE

This is the Newest and Best Washing Machine Made.  
It is a High-Speed Machine and is Guaranteed against  
Defects in Material or Workmanship for Five Years.



Can be operated with either hand or foot, standing or sitting. The double lever, with walking beam connection, not only equalizes the power but gives greater speed than on any other high-speed machine.

Is ball bearing throughout.

The balance wheel is very heavy and does its functions perfectly.

All castings are extra strong and finished with an electro galvanized finish that will not come off.

The tub is made of best quality southern cypress, the best material for tub construction, finished in the natural.

All gears are underneath the tub, out of the way, where they will not catch the clothes.

If you are looking for a fast, easy running  
and durable machine, this is the one to buy.

Each . . . **\$11.00**

We can furnish Washing Machines from \$2.75 up.

### THERE WAS A TIME

When wringers and washing machines were only sold through special agents by that expensive method of canvassing from door to door. This method led to very high prices being asked for the goods because that system of selling is very expensive. But in these days not only washing machines, but sewing machines and wringers are sold by the retail hardware merchants, and as a result the cost of selling has been reduced, and the consumer is deriving the benefit in the way of getting better goods at lower prices.

M. K.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*



Showing Brass Side



Two Keys  
with  
each Lock



Showing Japanned

## W. W. (Meaning "Why Worry") PADLOCKS

When you lock up the corn crib with a W. W. Padlock, you don't need to worry about it, because it will be safe. Then you don't have to worry and fuss around trying to open it on a snowy or rainy day, because all the inside works are brass plated, which prevents them from rusting. The face, the side next to the weather, is brass; all rivets are brass. The back is black enameled. This combination black and brass feature gives the long life in exposed positions, at the same time keeps the price down. Size 2 inches; self-locking spring shackle; six levers to make it hard to pick.

Each ..... **35c**

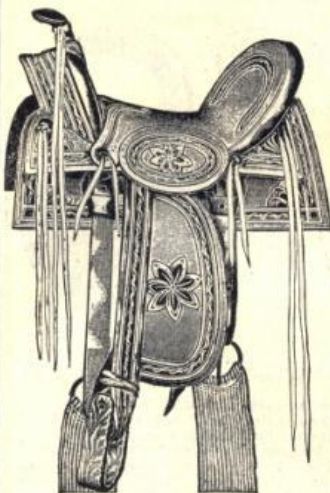
We can furnish padlocks from 10 cents to \$2.00, if you want them.

### IN RECENT YEARS

there has been a great improvement in the quality of padlocks. Our forefathers used padlocks that could be easily broken between two stones. They were of the old Japanned, so-called wrought iron variety. They might have been called "tinware" padlocks, the shells were so thin. But with the powerful and improved machinery of these days, first class, all wrought steel, heavy padlocks are being made at a very low cost, and to-day padlocks are being offered by DIAMOND EDGE dealers to consumers at prices that were unknown twenty-five years ago. One thing is sure—in the padlock line the consumer is getting the benefit of improved manufacturing.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



This illustration  
shows our

**No. 128BP**

### **BLACK PRINCE SADDLE**

**Price, \$20.00**

Made of Black Hand-Carved Saddle Leather. Improved Steinway tree, with 15-inch seat and steel fork: 23x11½-inch skirts, felt lined. Roll cantle, large roomy seat, double rig, 2-inch stirrup leathers, 7½ x 14-inch fenders, 1½-inch latigoes, 16 strand white cotton Texas string cinchas, 2-inch ox bow

stirrups, leather covered steel rings, long lace leather strings. This is a fine looking, well made and substantial saddle.

We have saddles at any price to suit your pocketbook. Be sure to inspect our stock before buying.

#### **WELL, OF COURSE,**

If you are going out to take a gallop in the park, it is very well to wear patent leather riding boots and use one of those light hand-made English posting saddles; but when you mount your mustang for an all-day single foot ride, then you will want a saddle like the one illustrated above. I had always thought that Americans were the best riders in the world until I went over to the Olympia horse show in London and saw some of the Italian, French, Belgian and Russian riders. They made our boys look like thirty cents. But one of our lieutenants told me confidentially the fault was in the fact that our horses were not properly trained for that kind of riding. I wonder!

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**





### DIAMOND EDGE TOOL GRINDERS

These Grinders are built to stand long wear and hard usage. One of the most important features on them is the one piece bearing. Both ends of all shafts run in the same casting and are reamed out in one operation. For this reason all of these Grinders wear longer and always run smoothly and noiselessly, because every shaft, gear, arbor and bearing is absolutely true.

The spur gears are cut from solid blanks of steel, casing is in one piece and oil tight. All the machine parts are enclosed and dust proof, every part is interchangeable. Those which are most subject to strain are made malleable and all bearings are extra wide to insure ample oil retaining surfaces. Clamp fastens machine to bench or table, or it may be screwed to bench and the clamp used for other purposes.

No. DE2—This is a compact grinder suitable for a large range of work. Nearly any kind of tool grinding or machine work can be satisfactorily done with it. Fitted with adjustable tool rest, scissors grinder and 5-inch carborundum wheel.  
Each .....

**\$3.50**

This is the most simple and powerful machine of its size made.

#### NOT ONLY EVERY SHOP

but every well equipped farm needs a DIAMOND EDGE tool grinder. Nothing can be done on the farm without tools, and no good work can be accomplished with tools unless they are sharp and in good condition. You of course have all read about "conservation." In these enlightened days we all believe in conserving our energies. One of the best ways for every man who uses tools to conserve his energy is to see that his tools are sharp and ready for business. Every up-to-date retail store should buy at least one of these DIAMOND EDGE tool grinders and display it as a sample, so as to be in a position to take orders from customers.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



**GOOD SERVICE AUTO INNER TUBES**

Are you interested in keeping down the up-keep of your Automobile? If you are you should use **GOOD SERVICE INNER TUBES**. They are made for hard service and have thoroughly demonstrated that they are the peer of all Inner Tubes. **GOOD SERVICE TUBES** are compounded from pure Para stock. They are strong, tough and pliable. Each size is made of a thickness to suit the demands of that size tire. They are guaranteed free from defects.

**If you insist on GOOD SERVICE TUBES every time you buy you will save money and tire troubles.**

Made in all sizes. Packed in dust-proof cloth bags.

### I USE GOOD SERVICE INNER TUBES

on my car. They certainly stand up in great shape. I am thankful that at last I have found a good inner tube. It gives me a pain to think of all the bum inner tubes I have tried; but then, what's the use? I guess somebody has to keep the rubber factories going. If we want to ride in automobiles we will have to pay the price. But say, brother, the next time you need an inner tube call around to your hardware dealer and get one of these "Good Service" inner tubes and you will be mighty pleased with it. If he doesn't have it in stock, insist that he get one for you by parcels post. M. K.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*



## BICYCLE TIRES

**THE TREAD**—Real Rubber—Plenty of it—just where wear and tear get in their work. Then, too, the Button-like Projections with which it is so thickly studded, make it as sure-footed as a tom-cat.

**THE OUTER PLY** of Extra Heavy Sea Island Cotton Specially Woven for Strength and Durability.

**THE FIRST TREAD REINFORCEMENT**—Heavily frictioned, is of such sturdy weave as to withstand all ordinary puncture dangers, and fortifies the tread.

**THE SECOND TREAD REINFORCEMENT**—Saturated with Cohesive Cement, supplies additional strength to the tread, insuring its stability.

**THE INNER PLY**—Of coarse Duck Weave Cotton fabric thoroughly impregnated with high-grade friction Cement.

**THE TUBE**—Of thick Rubber—mainly Up-river Para, of which the finest Tires are made.

The Tread and the several Plies are successively built upon the tube, united by extra strong friction and vulcanized into one Homogeneous Tire.

Made in all sizes.

Per pair -----

**\$7.00**



**WELL! WELL! SOME PEOPLE THOUGHT** that bicycles would go out of style and be forgotten along with the animals of prehistoric ages. These people were mistaken. More bicycles are selling all over the country to-day than ever before. They are used everywhere. They are coming into more general use. Strange to say, in Europe, they are used more than over here. This is because the Europeans are more economical and prefer to ride bicycles to buying horse feed. When I was last in England, I saw a lady in a beautiful afternoon dress, with white gloves, riding her bicycle to an afternoon tea. It looked funny to me, but nobody else seemed to think it was out of the way. I have also seen preachers in England, wearing plug hats and long tailed coats, riding bicycles on their way to Sunday services. They thought it was all right, but it sure did look odd to me. That shows I am provincial—probably just a little narrow and prejudiced.

M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



Happy New Year to all the customers of our customers who are now reading *The Gimlet*, and learning, among other things, where to go to buy hardware of *real quality*!

In a little while I am going to open wide my window so that I can hear the bells ring, the whistles blow, and the shots of revolvers, all announcing that a New Year has just been born.

I guess one of the first thoughts that we all think at the celebration of a New Year is whether we will be on hand to celebrate this same occasion *a year from now*. This isn't a very cheerful thought, but just the same it gives zest to life. Stephen Phillips writes: "*The joy of living is in the fear of death.*" I wonder if we will be here next year. I am afraid that some of the thousands of readers of *The Gimlet* will not be able to answer the roll call on January 1, 1914. Suppose the entire world in the year 1913 lived as if it was to be the last year on earth. What changes would take place in the world! But, I suppose each of us, nevertheless and notwithstanding, will live according to the dictates of our own temperament. Some would

*"DIAMOND EDGE IS A QUALITY PLEDGE"*



say, "I will prepare myself for a better world—I will live accordingly." Other temperaments would say: "Boys and girls, the time is short—let's make merry." Still others would say: "My, my! I have wasted a lot of time getting ready to enjoy some uncertain future. Maybe it will be better to think less of the *future* and take more rational enjoyment in the *present*."

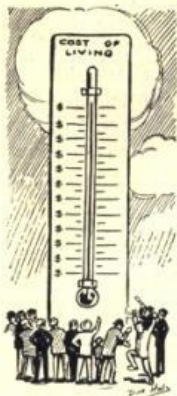
I am not going to review all the things that have happened to the world and to the hardware trade in the year 1912—I will leave all that to the tiresome trade journals and the Sunday supplements of the daily press. One of the main topics discussed in 1912 has been the *high cost of living*. All kinds of reasons have been given for the advance in almost everything we buy. Now I think the high cost of living is largely, if not entirely, *the result of a change in thinking* that is coming over the people. The last generation was instructed night and day to be *economical*. We were told to save pieces of string, pick up pins, keep envelopes for scratch paper, and most of us who happened to be the younger members of the family inherited our brothers' and sisters' old clothes. Those were lovely days—*nit*.

The head of the family was usually very pious, or pretended to be. He instructed his loving wife and all of his numerous offspring in the advantages of saving. Then he bought *more land* so he could raise *more corn*, so he could buy *more land* to raise *more corn*.

Now, in my humble opinion, the people have gotten just a little weary of this saving stunt. They have decided that they will take a little of their *future* every day as they meander along in the *present*. The future no doubt will be

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## The Gimlet

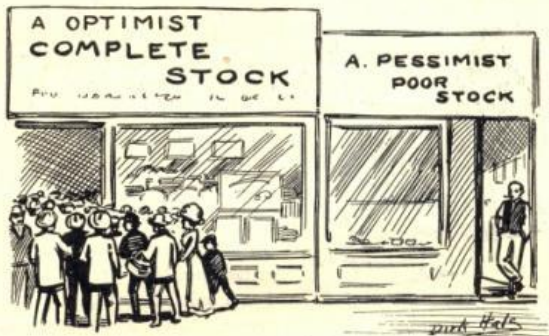


very lovely, but there is a decided uncertainty about it, just as you and I right now cannot make a definite engagement to see the year 1913 out—we *may be engaged elsewhere*.

So it seems to me that people all over the world, reading more, knowing more and being wiser, are buying life insurance and are then devoting a larger share of their surplus to living better and having more of the good things of this earth. This state of mind on the part of the people has led to an enormous buying movement, not only of necessities, but of *luxuries*.

This buying movement has made great business for those corporations engaged in the gentle task of supplying the dear people with what they want "*for a consideration*." The business of these corporations has increased by leaps and bounds. Men who had a little peanut business, against their wills were forced to increase their facilities to supply the demand. It was only necessary for them to keep up stock and fill orders. Some merchants had brains enough to do this and they became captains of industry. Others were pessimistic. They said: "Be careful. This demand won't continue." They didn't keep up stock, and finally they were absorbed by the other fellow who just had brains enough to have the goods on hand when they were called for. Blessed is the merchant who keeps his stock complete! Damned be he who cries, "*I am just out, but have a carload coming*."

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



But, of course, these fellows who had a cinch on supplying the demand, became greedy. They were not satisfied with a regular cinch—they wanted to make it one of the "lead-pipe" variety. They were not satisfied to double their capital every five years—they wanted to do it *every year*. So these kindly gentlemen, with pleasant voices, formed various pools and associations and combinations, so they could better help the dear people in the enjoyment of life while it lasted. Then there were certain politicians who also thought that while the dear people were buying everything they needed so freely, it was just as well to help *in taking a little cream off the top*. Then during the past year the people said: "We don't mind being an easy mark, but it seems to us some of these fellows who are supplying us with goods are 'crowding the mourners too hard.'" So the Progressive party is born. There is governmental prosecution of some of the gentlemen who were willing to give the people what they wanted, when they wanted it, at a satisfactory price to themselves. Then a great political party lost its grip on the Government, and we

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet



will soon have another party in power that has promised to see that the people get everything they want, when they want it, on better terms for the buyer.

But here I am getting into politics, and you know it is against my rule in writing *The Gimlet* to touch upon either *politics* or *religion*. I am only allowed, in these pages, to be a philosopher.

The only point I am trying to make in this New Year's article is, that in my opinion the cost of living has gone up because most of us have decided that we will eat tenderloin steak now instead of looking forward to eating it *at some future uncertain date*.

The same thing is true of divorces. There was a time when men and women said, "It's pretty tough, but we will stick it out together the best we can through this life, in the hope of having a harp in the *next*." But that idea has changed. Husbands and wives have come to the conclusion, when they find they have made a serious mistake, that they are wasting valuable

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

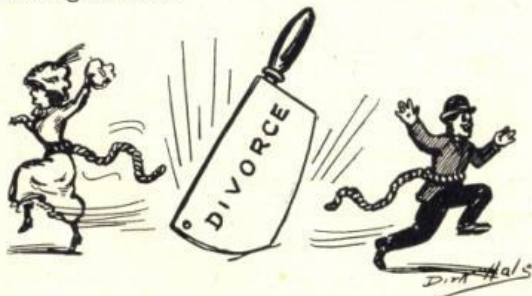


## The Gimlet

time when they might as well be happy. Omar expresses the thought of the day in the following lines:

"Some for the glories of this world; and some  
Sigh for the prophet's paradise to come;  
Ah, take the cash and let the credit go,  
Nor heed the rumble of a distant drum!"

But what matter all these things? What have I to say about how 1912 has treated me? It has been a good year—a year full to the brim of interesting experiences. I have enlarged my horizon of thought. I have made *new friends*, and contact with them has led to a wider and better view of life. Ever since I was a boy I have been driven to incessant work—first by my own necessities, and afterwards because of the calls from others. The work habit had, through the years, become so ingrained in my fiber that whenever I was idle I had the feeling that I was committing a crime.



*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## The Gimlet

Here I will tell of one of my most interesting experiences of the year, simply because it brought to me a new angle in my view of life. In a foreign land, by accident, I met and traveled with a party of people who had never known what it means to have to work for a living. To me it was most interesting to study these people and compare their points of view and their opinions with those of the workers with whom I had always lived. To them it seemed perfectly natural that they should arrive in the world with their living assured. They had never been confronted with the grim specter of failure and poverty. To them the world was divided into two great classes—the *aristocrats* with an assured living on the one hand, and the *working class* on the other. These friends actually believed—and this opinion colored all their views of life—that the “*gentle*” classes were different from the rest of the world.

They were most charming companions, and in their company for the first time in my life I forgot that I was a working machine. I forgot that the only value of time was the work you could do in the passing hours. With them I actually spent, in leisure enjoyment, the passing hours and days without the feeling that a miser has



**"DIAMOND EDGE IS A QUALITY PLEDGE"**

when he parts with his dollars. For a little space of time I enjoyed life with the abandon of one who has inherited a great fortune and would never have to labor again.

At home one could never have such an experience, because all his surroundings would remind him of his former condition in life. But in a foreign land, where everything is so different, it is much easier for one to change his state of mind. This new life with these strange people was full of surprises and delight. We never hurried. The only question for the day was how we could get the most comfort and enjoyment out of it. We lived elegantly, but simply. The refinements of life were taken, not as an acquirement or as a reward, but as a matter of course. When we walked we would pause to study cloud effects and someone in the party would have something interesting and instructive to tell about clouds and air currents. Or we would stop to examine some new form of plant or flower, and another in the party might tell of strange plants he had seen in far-away lands. My companions seemed to have read *everything*. They had wonderful memories. Nothing they had ever read seemed to be forgotten. And as we leisurely traveled, all the ancient and modern writers added to the pleasure of our daily conversation.

These people had cultivated the art of *living*, and never before in my hurried, working, busy career had I ever

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

known what it was to associate on intimate terms with educated men and women of leisure. Most of the people I have ever known kept up a constant struggle *to support themselves*. Or if they, by good fortune, had escaped from the danger of want, they either continued the mad struggle to make more money or they had become so saturated with their former occupations that they could talk nothing but "*shop*."



Therefore, in reviewing the old year I am especially grateful for the time spent with these chance foreign acquaintances. Now that I am again in the treadmill in "the land of energy" I look back with fond regrets to the days I spent with those gentle folks, who hurried not, and who had no conception of what earning your own living meant.

One of the party—a lady—in discussing life, said: "Don't you know that life can only be measured by its *emotions*? Those who *feel* most, *live* most. Imagine the horror of a long life devoted to daily routine and petty affairs! *Living to feed*, and *feeding to live*, not having a single great emotion, either of sorrow or of pleasure." Then she continued: "Have you not noticed that every great book or compelling play, in fact every story that has the marks of genius, depicts truly and forcefully some intense *passion* or *emotion*?"

The whistles are blowing, the bells are ringing, 1912 is but a memory; 1913 is King. But here's a toast to 1912—

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



## The Gimlet

a year in which, for the first time, I have dared to take a little time to think and dream, to sit and rest and await the coming of strange, unbidden thoughts or the return of sweet little memories that had long been crowded out.

You cannot live my life, nor can I live yours, but I want to send to you a New Year's greeting. I don't wish you more wealth or more things or more friends or higher social standing or more applause. I don't wish you greater success, as the world measures success. But, to-night, as the hands of the clock pass 12, *I wish that you, in the New Year, will be permitted to own more of yourself. I wish you peace, poise and tranquillity. And I want you to live a little more of your inward life as the days and months pass.*

So this, then, is my New Year's greeting. Now all of us are carried onward together on the flood tide of the New Year. And before the year is ended your ship and my ship may touch at many ports.

Vale!



**"DIAMOND EDGE IS A QUALITY PLEDGE"**



## KINNEYISMS

Don't you sympathize with the fellow who committed suicide, leaving a note to the effect that he was sick of buttoning and unbuttoning?

If you can't get in to see a man, go across the street and telephone him.

Nothing exceeds like excess.

Little men are satisfied with little honors. They pin medals on themselves.

Did it ever occur to you that you are entitled to a certain share of your own life—take it.

The most plausible man I ever met was one with the worst reputation.

In the days of the Roman Republic it was a crime, punishable by death, for a Roman matron to drink wine.

The Romans knew that when a woman drinks she expresses her joy in undue affection. The question would not be quite so complicated if the sex question wasn't mixed up with it.

If you want some down-to-the-minute new ideas spend an evening reading Plato.

The ancients knew how to think things out. They were given the opportunity. They did not work with an "interrupter" at their elbows.

Coffee, cigars, automobiles, telephones, stenographers—heart-disease.

Canned soup—bakers' bread—vacuum cleaners—telephone—apartments—elevators—electric machines—divorce.

Do right and fear no man—don't write, and fear no woman.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## THE NEW SALESMAN

**I**N the New Year a whole bunch of young salesmen will try their wings on the road. It is just thirty years since, as a green city boy, I made my first trip in Southeastern Missouri. I had been a stock clerk, working for a small salary. I was given a catalogue with nothing but a cost mark. There were no selling prices. Each salesman was expected to make his own prices according to the circumstances of the case. That was the custom in selling hardware in those days.

My first town was a night's ride from St. Louis. I thought \$2.00 was entirely too much to invest just for a few hours in a Pullman berth, so I decided to sit up all night. It was very cold and the car stove was red hot. Every time the door was opened a chunk of cold air would strike me. So all night I dozed and awoke between layers of tropical heat and shocks of Arctic cold.

How well I remember the care with which I prepared my traveling outfit. There was a Mackintosh coat and an umbrella, and enough extra clothing for a trip to Russia. Week after week I shed my superfluous impedimenta, and soon was traveling, like the light artillery, with a celluloid collar and a tooth brush.

I asked my predecessor on the territory what profit he made, and he replied, "About twenty per cent." I said, "Do you charge twenty per cent on everything?" "Oh, no," he answered. "Five per cent on some things and

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## The Gimlet

fifty per cent on others." "How will I know," I inquired, "when to charge five per cent and when to charge fifty per cent?" "Oh," said he, with a laugh, "*that knowledge comes from experience.*" This reply to me was not very illuminating. Fortunately for me—and for them—most of the merchants did not ask any prices, and I sent in my orders blank, to be priced at home. But one unduly inquisitive merchant wanted to know my price on grain cradles. I remember my cost discount was 60% off, and as I wished to make 20 per cent I quoted him 40% off. "Is that your bottom price?" said he. "Yes," I answered, "that is an especially low price given me just before I left." "Young man," said he, "I will give you this order because I need the goods, but don't you dare enter a single price on the list. I prefer to take my chances with the house." Afterwards I learned the mysteries of discounts. I learned, for instance, that 80 and 25% was the same as 85%; that 60 and 25% was the same as 70%; that 50 and 50% was equal to 75%; that 1-3 and 10% was the same as 40%, and that 10 and 33 1-3% amounted to the same thing. I learned that the way to figure the net price with the discount was to take off all the discounts from \$1.00 and then multiply the list price with what was left. To illustrate: If the list was \$10.00 and the discount 60 and 10%, 60% off \$1.00 left 40; 10 off 40 left 36,  $\frac{36}{100}$  times \$10.00 left \$3.60, which was 60 and 10% off of \$10.00. I go to all the trouble to give this example of figuring discounts because there still may be young salesmen and young hardware clerks who do not understand the principle involved.



**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

Everywhere I went customers would pay their accounts in cash. I pinned the currency inside my vest. I was soon lined with money. I was sporting the most valuable vest in all the world. The truth is I had never bought a draft, had never remitted any money, and, like Carnegie, I didn't know how to get rid of my wealth. Finally, at Hickman, Ky., E. W. Avey, upon my making a



confession to him, took me over to the express office and I peeled off that vest and sent a package of money, by express, to my house. I had accumulated about \$1,000.00, and no man ever parted himself from his money more gratefully than I did.

When spring came I made long drives, and for the first time I saw "crops" growing. Having been city raised, a city park was about all I knew of the country. My negro driver drew up to a rail fence and, getting out of the buggy, he gave me an illustrated agricultural

*"DIAMOND EDGE IS A QUALITY PLEDGE"*



## The Gimlet

lecture in the difference between wheat and oats. He explained to me when the various crops were planted and harvested. *It was all like a new world.*

I remember the farmers all wore boots, and all said "tolerable" when any one asked how the family was. In that low and at that time undrained river country nearly everybody seemed to be sick most of the time. I remember crossing the river at Bird's Point to spend Sunday at Cairo. The Halliday House seemed to me the nearest thing to Paradise that I had yet run across on this side of the Divide. What enormous meals I ate there! Years afterwards I went back and somehow neither Cairo nor this hospitable hostelry appeared so large and imposing as when they were visited after a team trip in the swamps.

In one lumber camp, in a room crowded with men, I knelt down beside my bed to say my prayers. The other men in the room sat up in their beds to watch me. One said, "*My God! he's a Catholic all right.*" At a little frame one-story hotel at Neelyville, where you change cars for Doniphan, I sold goods in my sleep until the proprietor woke me up with the remark that the hotel was now "all stocked up" and he guessed I had better quit selling any more goods till morning.

On the train to Doniphan I was told that another man who had a grip like mine was selling "hardware." I rushed uptown to beat him to the hardware store. Afterwards I learned that he sold "*liquid hardware.*" At Doniphan on Sunday evening I went to church. It surely was dark. From all directions lights, like fireflies, were

*"DIAMOND EDGE IS A QUALITY PLEDGE"*





converging on the church. It certainly did look queer to see all the people come in with lighted lanterns, carefully blow them out, and hang them on pegs along the side walls of the church. On another trip I went to a dance near Doniphan and in the midst of the festivities a man named Wright was called outside and shot. He was the first man I ever saw shot. It made quite an impression upon me at the time, but in after years, in the mining camps of the West, a little shooting scrape every now and then simply added to the zest of existence.

On the same trip I saw another fierce fight. A street peddler on a dry goods box was selling things to a Saturday crowd. I remember distinctly he sold cheap Wade & Butcher razors, and he would say, "A Butcher in its place, but not a butcher on the face." Then he made a remark to which a gentleman in the crowd took exception and then there was a free-for-all fight. The "Show Me" State on the border line of Arkansas, thirty years ago, was not exactly the locality for a young ladies' seminary.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## The Gimlet

The big merchant at Doniphan told me to drop in Sunday morning and he would buy some goods. I replied that as it was against my principles to sell goods on Sunday he would have to hold his order till Monday. I will never forget the expression on his face. He looked at me to see if I was joking, and when he saw I was simply "green" and in earnest, he answered gently, "All right, kid. Come in Monday." He gave me a beautiful order. Twenty-five years afterwards, when I had become head teamster for my house, he came out on my shipping platform and laughingly referred to this incident.



One of my delightful summer trips was down the Mississippi River from New Madrid, Mo., to Memphis, Tenn., in a skiff. We worked towns on both sides of the river and tied up when night came. As the great steamers of those days passed us, going up and down the river, I often thought of Mark Twain. One night was passed at Gold Dust, Tenn., and another night we tied up at Osceola, Ark. I wonder how many merchants are in business to-day who bought goods from me on this trip in 1883.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## The Gimlet

Emanuel Urban, of Perry County, Mo., introduced me to hard cider. It was nice and cool in his cellar on that summer day. *I did not know hard cider was "loaded."* I have no recollection of the scenery on the buggy trip between his place and Perryville. Wm. Furth, at this latter place, gave me a quiet seat on a keg of nails in the back of his store, where I could rest my aching head on the counter.

The first lot of hardware I ever sold was to B. Bahn & Bro., Cape Girardeau, Mo. The first item was 1-4 dozen bull trocars, price \$6.00 per dozen. I never sold any more trocars for twenty years. A merchant dropped in from Alton, Ill., and ordered one dozen. I told him the story, and he said, "I guess you had better make that 1-12 dozen." I said nothing, *but thought of the parrot and the dog.*



I will never forget the bass fishing in the Current River near Doniphan. I wonder if it is as good now as it was thirty years ago.

There was a dealer at Poplar Bluff who kept me sitting around all day, as he wouldn't make up his mind whether he wanted any goods or not. He would start to buy and then go back and work on his books and leave me batting flies in front of the store. I was very modest in those days and I didn't understand the *gentle art of hurrying up a*

***"DIAMOND EDGE IS A QUALITY PLEDGE"***

## The Gimlet

customer. I never forgot this merchant. It always gave me a pain to think of him. Years afterwards he came out on my shipping platform. I knew him in a minute. He was surprised when I told him I had known him for twenty-five years. He had forgotten the kid salesman he treated like a poor relation.

After being away for six months on this first trip I was called home. It never occurred to me to come back without being asked. When I returned *I was much surprised to see St. Louis had changed so little*. It seemed to me as if I had been away ten long years. That night I called on my best girl and she treated me as if I were a hero. I had traveled in strange parts, mixed up among strange people, and she flattered me by saying that I seemed much older than when I left.

Of course, Caesar came home from the wars, and wore the laurel wreath, and was given his triumphal entry into Rome, but neither Caesar nor any of the other Roman generals enjoyed their triumph more than I did what the little girl had to say to me in the parlor of a red brick house, all in a row, dressed in black with a white apron—I mean the girl, not the house.

Mr. R. H. Stockton, now the president of the Majestic Range Mfg. Co., of this city, was my sales manager. Just to encourage other young salesmen I want to tell you that the first letter I received from him, written in long-hand (that was before the days of typewriters), opened up, "*You start out full of errors.*" In those days letters were brief and to the point. That letter worried me for six months. I decided to be very cool and distant to Mr. Stockton when we next met. When I walked into the store I tried to avoid him, but he came up smilingly, patted me on the back, and gave me a cordial reception. "I didn't like your letter," I remarked. "What letter?" in-

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



## The Gimlet

quired he. "You know I write a great many. I have forgotten just what I did write you." And this letter had worried me for six months.

This story of my first trip on the road would not be complete without my telling you how I called on a merchant one day and found him busy selling a stove to a farmer's wife. I butted in and handed him my card. "Take a seat," said the merchant. Then he turned and talked stoves to his customer. After waiting about fifteen minutes, thinking he had forgotten I was there, and that he did not realize I represented the largest hardware house in the world, I got up and handed him another card. He looked at the card, looked at me, and then smilingly said, "Young man, take two seats."

So ends this little account of the first trip on the road of a "green" city boy. Maybe, in later numbers of *The Gimlet* I will tell you about some more of his adventures when he went out west to sell hardware so that people could grow up with the country. What a lot of mistakes this young salesman did make! What a lot of foolish things he did! He was surely too "green" to burn, but he had one saving grace—he had a sense of humor and could laugh, even when the laugh was on him.

*Mike Kinney*

*Teamster and Editor.*

---

I have often thought that the nature of women was inferior to that of men in general, but superior in particular.  
—Greville.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



## The Gimlet

### FOOLISH ORDERS

A hardwood jobber showed me an order from a customer calling for striped paint to paint a barber's pole.

---

In the early days of Leadville, Col., a retail merchant wrote a letter to his jobber as follows:

"Hire me a good tinner immediately. Buy him a ticket to Leadville and give him enough money to pay for his meals on the way. Attend to this at once. I have a big roofing job on hand and need a good tinner just as soon as he can get here.

Yours truly,

X. Y. Z.

P. S.—Don't send him. I have got one."

---

A prominent manufacturer, in defending the advance price he had made on wooden mousetraps, wrote that he was compelled to raise his price on account of the advance in steel and iron.

---

We have all heard of the new merchant who bought an opening stock, and who wrote that everything had arrived in good shape, that he found 12 sheets of copper, but was short 12 extra tinnings. It takes a hardware man to appreciate this joke.

---

A retail clerk in a large house wrote a customer that they could not fill his order for a front door lock unless they knew the "hand." He wrote, "Please send the hand, and tag the casting with your name and address, and be sure to refer to this letter, as we receive a great many items every day and do not always know where they come from."

*"DIAMOND EDGE IS A QUALITY PLEDGE"*



## *The* BEAUTIFUL L A D Y

*An up-to-date romance as told by the husband to the author one night, sitting under the trees in front of the Bristol Hotel, in Vienna. Just a chance meeting. Western Union Cable Code.*

**F**ROM the States? Have a cigar? Over long? Nope, I'm not enjoying myself. Matter of fact, I'm having an h— of a time. Thanks, no sympathy. Own fault. No fool like an old fool.

You see it was this way: I'm just full of it, so I guess I might as well tell you. *Puff—puff—puff. The light of a cigar burning brightly, at each puff, in the darkness.*

Got rich quick. Old life too slow. Was a little gay myself. Family took a hand in the game. Fixed up divorce. Alimony—free man—apartments in New York. Six months. Married young beauty. Her mother helped. *Puff—puff—puff.*

Great wedding. Gave whole family presents. Finally got away on ship. Bride sick all the way over. Arrived in Paris. Beautiful bride tried to buy out the whole darn town. You would have thought she was trying to stock up to go into business—diamonds, pearls, clothes,

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## The Gimlet

laces, silks, underwear. Say, brother, were you ever up against that game?

*Puff—puff—puff.*

Did you ever notice that a girl who never had any money makes a spender all right—all right? Shopping all day. Every night too tired out to talk. Met some women friends from United States. When she wasn't with them, they were with us. These women were in our rooms night and day. Gad! but they made me tired. They were there in bunches for every meal.

Next thing it developed that I snored, so we had to have separate apartments—always feeling sick, except when there was a chance to buy something—headache, bills, headache—bills—buy—buy, shopkeepers, women friends—friends—friends. *WHERE DID I COME IN?*

Here there was a long silence, and my newly found friend struck a match and lighted another large black cigar. "Guess you are up against it," I remarked, sympathetically. Out of the darkness came his heavy voice, "Say, how I would like to have the old woman back. How she would have enjoyed this trip. She's not in the Venus class, but she's comfortable. Not quite so expensive. Didn't mind my snoring, and never had so many headaches and friends."

Just then in the brilliantly-lighted entrance of the hotel a vision of loveliness appeared. She was a picture of youthful health and beauty. She was gowned in the latest mode. She called out, "Charles, Charles, where are you?" And when he answered, she said, "I have been looking for you everywhere." We rose and walked to where she was standing in the entrance of the hotel. "Mr. Kinney," said my new friend, "my wife." We stood and

***"DIAMOND EDGE IS A QUALITY PLEDGE"***

chatted. She was charming. Lovely manners. Peaches and cream complexion. She didn't look as if she had ever had a headache in her life. "*My dear,*" said she, "*I came out to tell you that Mrs. Brown and Miss Alice would be with us for dinner.*"

MIKE KINNEY,  
Teamster and Editor.

The shadows lay along Broadway,  
'Twas near the twilight-tide  
And slowly there a lady fair  
Was walking in her pride.  
Alone walk'd she; but, viewlessly,  
Walk'd spirits at her side.

Peace charm'd the street beneath her feet,  
And Honor charm'd the air;  
And all astir looked kind on her,  
And call'd her good as fair—  
For all God ever gave to her she kept with chary care

She kept with care her beauties rare  
From lovers warm and true—for her heart was cold to  
all but gold,  
And the rich came not to woo—  
But honor'd well are charms to sell  
If priests the selling do.

Now walking there was one more fair—  
A slight girl, lily-pale;  
And she had unseen company  
To make the spirit quail—  
'Twixt Want and Scorn she walked forlorn,  
And nothing could avail.

No mercy now can clear her brow  
For this world's peace to pray;  
For, as love's wild prayer dissolved in air,  
Her woman's heart gave way!—  
But the sin forgiven by Christ in Heaven  
By man is cursed away! —WILLIS.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

Mr. A. C. Ramsay, Taylor Ridge, Ill., sends us a letter from his little girl, who is at boarding school, asking him to be sure and subscribe to *The Gimlet* for her, as all the girls look forward to receiving it.

Have I come to this? Must I write for a young ladies' boarding school?  
M. K.

---

Mr. A. R. McDonald, Newman, Ill., writes:

"In *The Gimlet* you quote a little motto for front doors. Why not change it to read,

'Come in without knocking,  
And leave the same way.'"

---

### GETTING READY

I knew a salesman who was always *getting ready* to sell goods. Before he *got ready*, he lost his job.

I knew a man who was always planning to do something wonderful. He *intended* to write a book. He never started the book. He died in obscurity, of old age. In his last moments he talked about the book that he had *intended* to write.

I knew a man who was always gathering information. All of his life he worked hard *gathering information*. He never started to use this information, and he died leaving a great library and a wonderful collection of notes.

I knew a man who devoted all of his time, ability and thought to making money. "*Some day*," said he, "I am going to take it easy." *Some day* he expected to enjoy his money. He died in the harness, and the children he had neglected to raise properly made fools of themselves with his hard-earned fortune.  
M. K.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**



## The Gimlet

### TO-DAY

Sure, this world is full of trouble—  
I ain't said it ain't.  
Lord! I've had enough, an' double,  
Reason for complaint.  
Rain an' storm have come to fret me,  
Skies were often gray;  
Thorns an' brambles have beset me  
On the road—but, say,  
Ain't it fine to-day!

What's the use of always weepin',  
Makin' trouble last?  
What's the use of always keepin'  
Thinkin' of the past?  
Each must have his tribulation,  
Water with his wine.  
Life it ain't no celebration.  
Trouble? I've had mine—  
But to-day is fine.

It's to-day that I am livin',  
Not a month ago,  
Havin', losin', takin', givin',  
As time wills it so.  
Yesterday a cloud of sorrow  
Fell across the way;  
It may rain again to-morrow,  
It may rain—but, say,  
Ain't it fine to-day!

—DOUGLAS MALLOCH, in *American Lumberman*.

---

"In the world of thought, majorities count for nothing.  
Truth has always dwelt with the few."—WHO WROTE  
THIS?

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## The Gimlet

### CUTTING PRICES

With apologies to Hamlet.

To cut or not to cut. That is the question.  
Whether it is not better in the end  
To let the chap who knows not the worth  
Have the business at cut-throat prices, or  
To take up arms against his competition,  
And by opposing cut for cut, end it.  
To cut—and by cutting put the other cutter  
Out of business—'Tis a consummation  
Devoutly to be wished. To cut—to slash  
Perchance myself to get it in the neck—  
Aye—there's the rub; for when one starts to meet  
The other fellow's prices, 'tis like as not  
He's up against it good and hard.  
To cut and to slash is not to end the confusion  
And the many evils the trade is pestered with;  
Nay, nay, Pauline; 'tis but the forerunner  
Of debt and mortgage such a course portends.  
'Tis well to get the prices the goods are worth  
And not to be bluffed into selling them for what  
So-and-so will sell his goods for.  
Price cutting doth appear unseemly  
And fit only for the man who knows not  
What his goods are worth, and who, ere long,  
By stress of making vain comparison  
'Twixt bank account and liabilities,  
Will make his exit from the business.—ANON.

---

A fresh young man was waltzing with a debutante.  
He said, "Dancing with you is like heaven." She answered, "Do you reverse?"

A young man was at a loss to express the depths of his affection to his lady love. Finally he burst out with this beautiful sentiment, "I love every hair on your bureau."

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

### SIGNS OF THE TIMES

Placard at a moving picture show: "Young children must have parents."

In a barber shop window: "During alterations, patrons will be shaved in the back."

Sign in a Tremont Street store: "Empty boxes—suitable for Christmas gifts."

In a tailor's shop: "We dye for others, why not let us dye for you?"

In a clothing store: "These pants will look better on your legs than on our hands."

A silversmith has a place next door to a restaurant. The former having put up a placard: "Jewelry of all kinds plated," the restaurant keeper followed with this: "Oysters and Little Neck clams plated."—BOSTON TRANSCRIPT.

---

"Weeping Winnie waited wearily, wondering why wayward Willie wavered. White, wan, wistful was Winnie; watchful, wise, wily was Willie. 'Willie,' whispered Winnie, 'why wait we whilst Winter winds woefully whine? We will wander whither we will, won't we? We'll walk where wonderous waterfalls whirl westward; where weather weeping willows wave; where wretched, writhing worms wriggle; where weary woodmen work; where winsome warbling water-wagtails wade.'"

---

A degree of common sense is a far more vital possession than a diploma.—J. M. THOMPSON.

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## THE MYSTERY OF A PACK OF CARDS

**A** PRIVATE soldier by the name of John Orton was taken before a magistrate recently for playing cards during divine service. It appears that a sergeant commanded the soldiers at the church, and when the parson had read the prayers, he took the text. Those who had a bible took it out, but this soldier had neither a bible nor common prayer book; but, pulling out a pack of cards, he spread them before him. He just looked at one card and then at another. The sergeant of the company saw him and said, "John, put up the cards, this is no place for them."

"Never mind that," said John.

When the service was over the constable took John before the mayor.

"Well," said the mayor, "what have you brought this soldier here for?"

"For playing cards in church."

"Well, soldier, what have you to say for yourself?"

"Much, sir, I hope."

"Very good; if not, I will punish you more than man was ever punished."

"I have been," said the soldier, "about six weeks on the march. I have neither bible nor common prayer book. I have nothing but a pack of cards, and I'll satisfy your

*"DIAMOND EDGE IS A QUALITY PLEDGE"*

## The Gimlet

worship of the purity of my intentions," and, spreading the cards before the mayor, he began with the ace. "When I see the ace, it reminds me there is but one God; when I see the deuce, it reminds me of Father and Son; when I see the trey, it reminds me of the Father, Son and Holy Ghost; when I see the four spot, it reminds me of the four evangelists that preached—Matthew, Mark, Luke and John; when I meet the five, it reminds me of the five wise virgins that trimmed their lamps—there were ten, but five were wise and five were foolish, and were shut out; when I see the six, it reminds me that in six days the Lord made heaven and earth; when I see the seven, it reminds me that on the seventh day He rested from the great work He had created, and hallowed it; when I see the eight, it reminds me of the eight righteous persons that were saved when God destroyed the world, viz., Noah and his wife, with three sons and their wives; when I see the nine, it reminds me of the nine lepers that were cleansed by our Saviour—there were nine out of ten who never returned thanks; when I see the ten, it reminds me of the ten commandments which God handed down to Moses on tablets of stone; when I see the king, it reminds me of the King of Heaven, which is God Almighty; when I see the queen, it reminds me of the Queen of Sheba, who visited Solomon, for she was as wise a woman as he was a man. She brought with her fifty boys and fifty girls, all dressed in boy's apparel, for King Solomon to tell which were boys and which were girls. King Solomon sent for water for them to wash. The girls washed to the elbow, and the boys to the wrist, so King Solomon told by that."

"Well," said the mayor, "you have given a good description of all the cards but one."

"What is that?" "The knave," said the mayor.

"I will give your honor a description of that, too, if you will not be angry."

*"DIAMOND EDGE IS A QUALITY PLEDGE"*



## The Gimlet

"I will not," said the mayor, "if you do not term me to be the knave."

"Well," said the soldier, "the greatest knave that I know of is the constable that brought me here."

"I do not know," said the mayor, "if he is the greatest knave, but I know he is the greatest fool."

"When I count how many spots in a pack of cards, I find three hundred and sixty-five, as many as there are days in a year; when I count the number of cards in a pack, I find there are fifty-two, the number of weeks in a year; I find there are twelve picture cards in a pack, representing the number of months in a year; and on counting the tricks, I find thirteen, the number of weeks in a quarter. So you see, sir, a pack of cards serves for a bible, almanac and common prayer book."—*From Maxwell's.*

---

"Strong men grow through opposition—the plummet of feeling goes deeper, thought soars higher—vivid and stern personalities make enemies because they need them, otherwise they drowse. Then they need friends, too, to encourage: opposition and encouragement—thus do we get the alternating current."—SOUNDS LIKE ELBERT HUBBARD.

---

A perfectly honest woman, a woman who never flatters, who never manages, who never cajoles, who never conceals, who never uses her eyes, who never speculates on the effect she produces, who never is conscious of unspoken admiration, what a monster would such a female be!

—*Thackeray.*

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

### FROM AN ADMIRING CITY SUBSCRIBER

I think you described a circle inside yourself when you wrote that last *Gimlet*. Put me to sleep. I think the fellows in the country want to be stirred up and electrified just as much as we do here. I think they would like to have some one do something to them.

Of course, it might be an appeal to "Scraggs" to open up. He won't do it. To the victor belongs the spoils. Pierp' says that he does not feel that he controls money. When I was coming in to-day, at noontime, the United Railways Company's trouble wagon came flying along the street with the ladder sticking away up in the air. A little black horse standing hitched to a lamp-post caught sight of it coming behind him, with the tail of his eye. From a quiet ordinary animal he became at once a beauty. Head erect, eyes full of life and fire and his nostrils dilated, limbs and muscles all tense. A perfect picture. In order to see a man or a horse at its best you have to do something unusual to interest or excite him.

When the fellow with the money opens up and *gives* some of it to the other fellow, then the end is near for the other fellow. A highway robber might excite our admiration—a beggar never.

---

### THE LOST RACE

Mrs. Bilton—I learned last night that my husband is an enthusiastic archaeologist.

Mrs. Tilton—How?

Mrs. Bilton—I found some queer-looking tickets in his pocket, with the inscription: "Ransome, 7 to 3." When I asked him what they were, he replied they were relics of a lost race. Isn't it interesting?

—EXCHANGE.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

### PSALM OF FIRE INSURANCE

*The following poem was sent us by Mr. Byron L. Wilcox, of the Omaha Stove Repair Works, Omaha, Neb. He writes: "Not mine, but found."*

Tell me not, you old back number,  
Fire insurance is a frost!  
And to cut your morning slumber,  
Hustling business, is time lost.

Start each morning in dead earnest,  
Canvass every living soul:  
Thou wilt have, when thou returnest,  
Money for the winter's coal.

In the field of competition,  
Write a "ten," but don't take life,  
You will feel with that commission,  
Like a hero in the strife.

Trust no Prospect, however pleasant!  
*Don't let him put off a while!*  
Write it—in the living present!  
Use persuasive force and smile!

Don't put off until to-morrow  
A case you have to-day,  
Or you'll find, that to your sorrow,  
They've insured another way.

Go to great men and remind them,  
They should all insure their hives,  
And then, on burning, leave behind them,  
Consolation for their wives.

Agent, then be up and doing,  
Working early, working late;  
Still achieving, still pursuing,  
Learn to hustle—not to wait.

**"DIAMOND EDGE IS A QUALITY PLEDGE"**

## The Gimlet

*A reader of The Gimlet is wondering if the wonderful "wood saw" referred to in this clipping, was of the "Diamond Edge" variety.*

### THE STORY OF ESAU WOOD

Esau Wood sawed wood. Esau Wood would saw wood! All the wood Esau saw Esau Wood would saw. In other words, all the wood Esau saw to saw Esau sought to saw. Oh, the wood Wood would saw! And, oh, the wood-saw with which Wood would saw wood.

But one day Wood's wood-saw would saw no wood, and thus the wood Wood sawed was not the wood Wood would saw if Wood's wood-saw would saw wood.

Now, Wood would saw wood with a wood-saw that would saw wood. One day Esau saw a saw saw wood as no other wood-saw Wood saw would saw wood. In fact, of all the wood-saws Wood ever saw saw wood Wood never saw a wood-saw that would saw wood as the wood-saw Wood saw saw wood would saw wood, and no other ever saw a wood-saw that would saw as the wood-saw Wood saw would saw. Now Wood saws wood with the wood-saw Wood saw saw wood.

Oh, the wood the wood-saw Wood saw saw would saw! Oh, the wood Wood's woodshed would shed when Wood would saw wood with the wood-saw Wood saw saw wood!

Finally, no man may ever know how much wood the wood-saw Wood saw would saw, if the wood-saw Wood saw would saw all the wood the wood-saw Wood saw would saw.—BUFFALO TIMES.

---

### DEALERS' THOUGHTS

"I wonder if the knife was broken working the cork out of a bottle of beer."

"I wonder if the piece came out of the axe because it was used on a cold morning when it was covered with frost."

***"DIAMOND EDGE IS A QUALITY PLEDGE"***

## The Gimlet



*If you have a hardware stock for sale or exchange.*

*If you want to buy or trade for a hardware stock.*

*If you are looking for a desirable location to embark in the hardware business.*

*If you want a partner.*

*If you want a clerk or a tinner.*

*If you want a position in a retail hardware store.*

*Write THE GIMLET for our Want List.*

*It may help you solve your want problem.*

---

"Tell a woman she's dull and she will cut you."

### OUGHT TO WRITE CLEVER FICTION

In a New Brunswick village, a town character who preferred emphasis to the verities was a witness in a petty trial involving an auger. He positively identified it as the property of the parties to the suit.

"But," asked the attorney for the other side, "do you swear that you know this auger?"

"Yes, sir."

"How long have you known it?" he continued.

"I have known that auger," said the witness, impressively, "ever since it was a gimlet."—EVERYBODY'S MAGAZINE.

### OLD, OLD STORIES

"I was just whittling a nice, clear piece of pine, and the blade of this warranted pocket knife broke off."

"I was just chopping a nice, clear wood, when a section of this warranted axe came out all by itself."

*"DIAMOND EDGE IS A QUALITY PLEDGE"*



# Banner Poultry Fence



We offer exceptional value in this good fence. Substantially made, close mesh, strong, durable, handsome. Well advertised, popular. We will back the DEALER as well as the PURCHASER. Write for our literature and our proposition.

AMERICAN STEEL AND WIRE COMPANY  
72 W. ADAMS STREET, CHICAGO



## Clinton Poultry Netting

GALVANIZED AFTER WEAVING

When you go into your dealer's store to buy Poultry Netting, ask him for CLINTON POULTRY NETTING, the kind that is galvanized after it has been woven. This method of galvanizing fills up all the cracks and insures a heavy coating around the joints, as you well know Poultry Netting rusts out at the joints first. If you can get a Netting that has the joints thoroughly coated you add many months, wear and cut down expenses. The kind that does this is CLINTON POULTRY NETTING, GALVANIZED AFTER WEAVING.

CLINTON WIRE CLOTH CO.

Clinton, Mass.

Boston

New York

Chicago

San Francisco

*We wish you all  
a happy and prosperous  
New Year*

**HENRY DISSTON & SONS**

INCORPORATED

KEYSTONE SAW, TOOL, STEEL AND FILE WORKS

PHILADELPHIA

## SEND FOR THIS BOOK



**HELPS  
FOR  
DEALERS**

A DESCRIPTIVE BOOK of methods and means to use to increase sales and attract new customers to the stores of live dealers. It is a stimulation to wide-awake salesmen.

The aggressive advertising of Du Pont Goods and the satisfaction they give causes an increasing sale of them.

"Du Pont Helps for Dealers" tells how you can profitably share in this demand.

Ask Dept. 13 for this book and make practical use of its business-building suggestions.

## Du Pont Sporting Powders

Are representative of that high degree of quality characteristic of every Du Pont product. Your standing as a dealer who sells goods of only the highest quality is emphasized when you stock Du Pont goods.

Sell shells having "Dupont" or "Ballistite" powder loads and promote the success of your sporting trade. Do this and you will escape the troubles incidental to inferior ammunition.

**E. I. du Pont de Nemours Powder Co.**  
America's Pioneer Powder Makers  
Wilmington, Del.

# COUPON BELOW

IS GOOD FOR ONE COPY OF  
A NEW MAGAZINE  
CALLED

## Choice Bits

MOSTLY OLD-TIME POETRY

ONE DOLLAR A YEAR

No. 14,684

DANIEL T. MALLETT,

*Hackensack, New Jersey.*

*Send undersigned One Free Copy of your  
new magazine CHOICE BITS.*

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## SAVE THE CUSSIN', FRIEND,

and save your friends' cussin', too. Make this old world a happier marble to live upon, this grand New Year. 'Course, the way most men shave is productive of profanity—and why? All because you, Mr. Dealer, are not doing your duty toward suffering shaying humanity by suggesting the use of **KEEN-R-EDG.** **KEEN-R-EDG**, used according to directions, on your strop, will make that razor of yours glide over your face as softly as a summer's breeze and gently coax the whiskers off without that usual lingering regret at separating from the face (or with it.) Now, what is more, we are willing to prove this to you, and absolutely for nothing, without any strings tied to it, other than that we ask you, just as man to man, to let a few of your favored fellow shavers know how grandly it worked. So send your name and address and we will mail you, free, a full-size regular 10 cent package.

---

**KEEN-R-EDG CO.**

917 OLIVE STREET    ST. LOUIS, MO.

The Gimlet

You are  
in  
wrong!



Unless you carry  
ONEIDA COMMUNITY  
GAME  
TRAPS

The Trapper wants them

NEWHOUSE  
VICTOR  
ONEIDA JUMP

See  
the





REG. U.S.  
PAT. OFF.

The MARK of  
the MAKER  
Guarantees the  
Tool.

## They Always Open Easily

AND that is only one of the advantages due to the careful construction, individual fitting, good steel and expert tempering of

### P. S. & W. Box-Joint Pliers

The jaws meet accurately and cut clean as long as the pliers are in use. There is a size and style to meet every plier need, also a full line of P. S. & W. Lap-Joint Pliers and Splicing-Clamps.

ASK YOUR DEALER ABOUT  
P. S. & W. HAND-TOOLS.

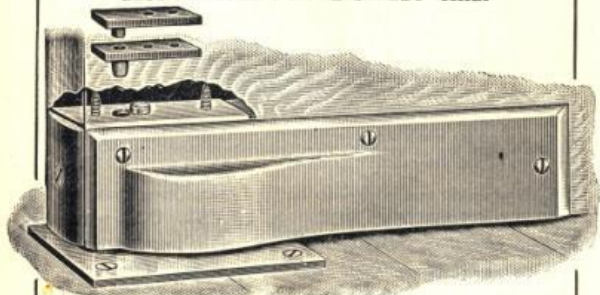
## The Peck, Stow & Wilcox Company

MFRS. of Mechanics' Hand-Tools, Tinsmiths'  
Machines, Builders' and General Hardware.  
SOUTHINGTON, CONN. NEW YORK, N.Y. CLEVELAND, OHIO  
Address correspondence 35 Murray St., New York City.

## Shelby Chief Double Acting Ball Bearing Floor Hinges

The simplest and easiest applied Floor Hinge on the market. All working parts above the floor. No holes to cut—can be applied by any one in a very short space of time. The frame of the Hinge is made of heavy wrought steel. The spring of the best oil tempered spring steel. It is constructed so the entire weight of the door is carried on hardened steel bearings set in hardened cups, which will have no perceptible wear after years of service. The tension spring can be regulated at any time after the door has been hung, thus enabling one to adjust the swing of the door as desired. Can be applied on either wood or cement floors.

**EASIEST APPLIED—EASIEST REGULATED—  
LONGEST LIVED. IF YOU WANT THE  
BEST INSIST UPON THE SHELBY CHIEF**

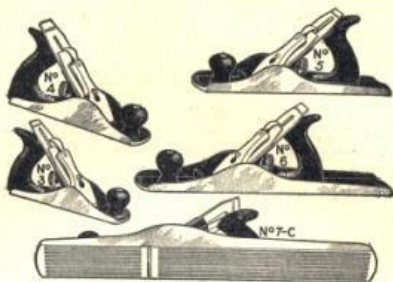


Made for all sized Doors, both single and double

## The Shelby Spring Hinge Co.

SHELBY, OHIO

## The Gimlet



## Stanley Tools

THE "BAILEY" IRON PLANE has been the STANDARD for over FORTY YEARS and has always maintained the leading position.

From time to time, other Iron Planes, made in imitation of this celebrated Plane, have appeared upon the market.

These imitation Planes are often put up with numbers and labels designed to make the consumer think that he is obtaining the "BAILEY" Plane.

We are the sole manufacturers of the "BAILEY" Plane. Every Plane has the name "BAILEY" and the number cast in the bottom, and the name "STANLEY" is stamped on each cutter.

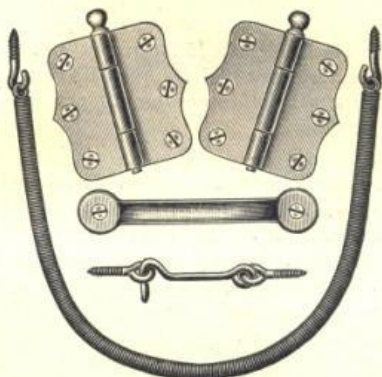
Always insist that your order be filled with Planes made by THE STANLEY RULE & LEVEL CO., which carry with them a GUARANTEE backed by a Company that has been manufacturing Carpenters' and Mechanics' tools for over half a century.

**Stanley Rule & Level Co.**  
NEW BRITAIN, CONN. U.S.A.



# Don't Swat the Fly

## Keep Him Out



Set No. 1750

A good screen door hung on

### Stanley's Butts

and held fast with a high grade tested coil spring, is better than a thousand swatters. Send in your order for

### Stanley's Screen Door Sets

each set complete in a convenient package, and be prepared for Fly Time.

**The Stanley Works, New Britain, Conn.**

# Shoot to Win

The official figures of the recent ammunition test show that **US** AMMUNITION led its nearest competitor 20 per cent in accuracy.

The official figures of International Military Rifle Match at Olympic Games, Stockholm, show that the United States Rifle Team led its nearest competitor (Great Britain)  $5\frac{1}{2}$  per cent for accuracy. The test and match were held at same ranges, 300 and 600 meters.

**QUESTION:** Would the United States Rifle Team have won the World's Championship with ammunition 20 per cent less accurate?

**United States Cartridge Company**  
**MAKERS OF BLACK SHELLS**  
**Lowell, Mass.**

The Gimlet

# The Lookout



*"It rings for a dollar."*

**T**HERE are now 1,500 Lookouts made and sold every day in the year, which means some registers are ringing \$1,500 daily into their cash drawers.

Quality, looks, and style—the Lookout has everything in its favor the dollar alarm always lacks.

It's made by the *Westclox*

people, of La Salle, Illinois, designers of Big Ben, which means that it's *made to run* and that it's *made to sell*.

Every Lookout comes packed in an attractive box—one dozen in display carton with eye catching show cards and colored posters. On an order for twenty-four or more we print your ad on dials.

## EXPERT SERVICE

IS WHAT WE CAN GIVE YOU IN  
COMPILING AND PUBLISHING  
YOUR

## HARDWARE CATALOGUE

IF YOU CONTEMPLATE ANY-  
THING OF THE KIND, WRITE US

OUR EQUIPMENT FOR  
PRINTING, LITHOGRAPHING OR  
EMBOSSING SHOW CARDS,  
HANGERS, CALENDARS, MAILING  
CARDS, BLOTTERS OR PUBLISH-  
ING BOOKLETS IS UNSURPASSED

WOODWARD & TIERNAN  
PRINTING COMPANY  
ST. LOUIS U S A

# 1913

1913

**GIVES** all of us a clean page. Nevertheless, our handwriting in 1913 on the spotless page will be just the same as in 1912. We will walk the same and we will talk the same. As a matter of fact, instantaneous changes in people never take place. Our todays are simply the heirs of our yesterdays. The only man who is true and honest and faithful is the man who has been at work a long time developing these qualities. Personally I am not much for these alleged sudden conversions. The power of habit is too strong.

But I do believe in education and evolution. I believe men become convinced by precept, example and experience, that certain things are good, while other things are bad. I believe this conviction gradually enters into their consciousness, and then their actions naturally follow these convictions.

If we desire to be good, we must first get the appreciation of goodness into our minds and hearts, and after awhile we will see that our handwriting and our walk and our expression and even the tone of our voice will gradually change.

But, understand me. These changes will not come because we *will* them; they will come only as an outward expression of an inward light.

Original—thot out by

*Mike Kinney*

Teamster and Editor.



**A CLEAN  
PAGE!**

